

# Update on St Ives Town Deal Low Carbon Transport Strategy

## Background

The St Ives Low Carbon Transport Strategy is being funded and delivered as part of the St Ives Town Deal programme to help reduce the impact of vehicles on St Ives and introduce measures that encourage walking, cycling and the use of public transport.

The resident population in St Ives increases dramatically during the summer months when more than 500,000 day visitors and 220,000 staying tourists visit the town. Currently many opt to travel into the town by car, leading to significant congestion in the narrow streets around the town centre and harbour area.

The project has been allocated £5.5 million of Town Deal funding to create a Low Transport Environment (LTE) within the town centre by reducing traffic, enhancing safety, increasing accessibility, improving environmental health and delivering community and economic benefits. This funding needs to be spent by March 2026. Longer term measures will need to be funded from other sources.

Developed in partnership with key stakeholders, the initial draft Strategy contained several proposals aimed at reducing traffic congestion and parking demand in the town centre, enhancing public transport options and accessibility, improving air quality and health outcomes for residents and visitors and supporting local businesses by creating a more attractive and vibrant town.

You can view details of the draft Strategy [here](#):

Many of the proposals outlined in the first phase of the Strategy, including the junctions at Malakoff, Stennack, and Halsetown, and the Station car park, the widening of footways and pavements and the improvements in public transport, were supported by members of the Town Deal Board in February.

However it was agreed that further work was needed on the development of the One Way System, together with elements of the Low Traffic Environment and some of the parking arrangements.

A decision on the final version of the Strategy will be made at the next meeting of St Ives Town Deal Board in May.

## Outcome of the consultation

Members of the public were asked for their views on the draft proposals via an comprehensive consultation programme, including an online survey and a public exhibition in the town's library, held between 27 November 2023 and 20 January 2024.

Over 450 people took part in consultation. The majority of those responding via the survey (69.9%) said that the environment in the town centre needed changing and improving, with most supporting the principles of improving

walking and cycling facilities, reducing level of traffic and improving public transport. However, there were different views on how this should be achieved.

The project team have spent the past two months analysing all the responses from the consultation. They have also been listening to comments and concerns subsequently raised by individuals and community groups living and working in areas which could be affected by specific proposals.

One of the main areas of concern has been related to the suggestion to introduce measures such as rising bollards and barriers to restrict access to the town centre as part of the plans to create the Low Traffic Environment. Whilst the majority of those responding to the consultation supported the principle of restricting access to the town centre at certain times, some people expressed concerns about the use of physical barriers.

Following the concerns raised during the consultation, the project team are now looking into the use of alternative methods to discourage people without legitimate reasons from driving into the town centre during these periods.

This means that it is unlikely physical restrictions / barriers will be used to prevent access to the town centre. Although the project team expect that the wider measures to improve public transport and traffic management changes around the town will, by design, reduce the number of vehicles entering the town centre, they are hoping the community will play their part in supporting the Low Traffic Environment by changing their behaviour.

A newly installed traffic monitoring system will provide information and data on the levels and types of traffic entering the town centre following the implementation of the LTE. This will help the project team to understand the effectiveness and benefits of the changes and identify where additional measures might be required in the future to help support or enforce the LTE.

Additional measures within the LTE to make the town centre safer and more attractive for pedestrians and cyclists by widening footways, enhancing crossings points, providing additional seating, and managing obstructive parking will, it is hoped, encourage more local people to leave their cars at home.

As plans to improve the junctions at the Terrace, Stennack and Higher Stennack, and Malakoff, received a largely positive response from the majority of respondents, work is continuing to develop these schemes.

The project team have also been listening to the concerns raised by people living in areas outside the town, such as Halsetown, who are worried about the redirection of more holiday and day visitor traffic into St Ives along the coach road and the current lack of footways. Further work is being carried out to assess the level of traffic which could be created by the proposal, together with the development of measures to mitigate the potential impact from this.

Further work is also being carried out on the draft proposal to introduce a one way system around Library Corner and up Tregenna Hill and the reversing of the existing one-way restriction on Park Avenue.

Aimed at reducing the delays, impact and congestion caused by vehicles having to navigate oncoming traffic and making it easier for buses, lorries and other large vehicles to get around the narrow points and corners along the route, these changes, together with improvements to pavements and footways, are designed to provide a safer space for pedestrians, cyclists and other road users.

Although the general principle of the one-way system was welcomed by a significant number of those who responded during the consultation, some people have raised concerns over how this would work in practice and whether this would prevent access and movement for emergency vehicles and result in adverse consequential impacts to local residents.

The proposal to provide additional parking outside the town centre to encourage visitors and commuters to continue their journey by bus, rail, or walking or cycling, was largely welcomed during the consultation. However, some concerns were raised about the impact of changes to parking in the town centre on the local community. Although there will be a focus on discouraging ad hoc and dangerous parking in the town centre, and a small reduction in overall parking, the aim is to maintain or increase parking spaces for local residents through the use of permit only parking.

Other issues identified during the consultation included the need to improve public transport. While there were many positive comments about particular bus and train services, concerns were raised about the reliability and frequency of services, particularly at evening and weekends, the need for improved signage at the bus and train stations, overcrowding and insufficient capacity in peak seasons. There were also calls to provide better and safer waiting areas at bus stops and improved information through the use of digital information boards.

All these matters are currently being discussed with transport operators with the aim of incorporating reasonable measures into the Town Deal delivery.

### **Next steps**

The full report setting out the responses to the consultation and measures to address concerns is due to be published by the end of March.

The project team will then work with all parts of the local community to identify any further amendments so the proposals deliver the aims of the Strategy at the same time as meeting the needs of local residents and businesses. Details of any changes will be discussed at the meeting of the St Ives Town Deal Board in May when a final decision on the Strategy will be made.

Work is currently due to begin on implementing the first phase of the Strategy in Autumn 2024. This would see improvements to the junctions at Malakoff, Stennack, and Halsetown, and the Station car park taking place from October and November.

These would be followed by improvements to the Terrace junction in Feb 2025, with works to Library Corner and the creation of the Low Traffic Environment due to take place in October 2025, and the changes to Tempest Roundabout in January 2026.

No planned works would be carried out during the Summer seasons.

Ends